ABSTRACT

A method includes receiving a storable representation of an audio/video interaction between an agent of a business and a customer. The storable representation is analyzed to determine the service quality provided to the customer by the agent. Analysis data associated with the audio/video interaction is generated. An apparatus includes a storage device configured to receive and store the storable representation of the audio/video interaction. A report generator is configured to generate analysis data, which is fed back to the agent and represents the quality of service rendered by the agent to the customer. The agent can be informed of at least one agent performance element that was well performed and at least one agent performance element that could be performed even better.